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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re: Cont. Appln. No. 4 of 09/969,114,

Group No.:

Not yet assigned

filed October 1, 2001

Examiner:

Not yet assigned

Applicant:

Clive Hohberger et al.

Attorney

TOE OK

Serial No.:

Not yet assigned

Docket No.:

7887/83892

Filed:

Herewith

For:

METHOD AND APPARATUS FOR ASSOCIATING ON DEMAND

CERTAIN SELECTED MEDIA AND

VALUE-ADDING ELEMENTS

PRELIMINARY AMENDMENT

Assistant Commissioner for Patents Washington, D.C. 20231

Sir:

Prior to the examination of the above-captioned application, please enter this

amendment.

In The Claims:

Please cancel claims 1-125 and 141-163 without prejudice. Exhibit A that is attached

hereto is entitled "Clean Set Of Pending Claims Following Entry Of This Amendment."

10-31-03 Spruell